

Campus Media Inc 165 West 46 Street New York 10036 NY Area 212 245-0950

Vol. 1, No. 3

Time: The Ides of March plus a fortnight

Temperature: Stuffy spring (ventilation system dead)

This is our special pre-IBS Convention issue. Until we found out that the IBS Convention was going to be held, this was going to be our special post-February issue. Anywho, with our attorney at one side and Phyllis at the other, let us begin

* * * * *

THE MAN FROM R.O.S.K.O.

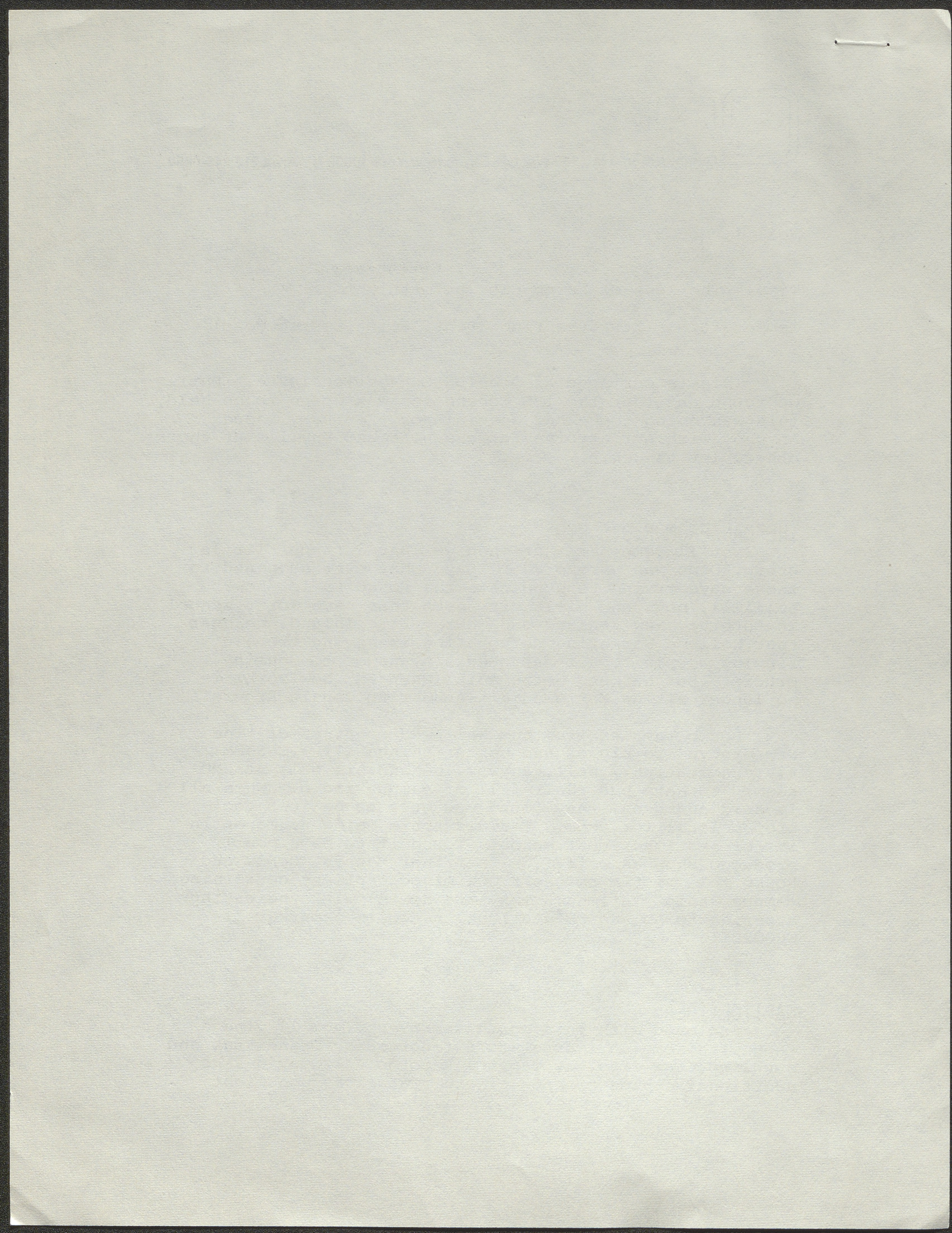
You'll remember that when we last left our little group, Dean was asking Jeff "Say, what ever happened to those guys trying to syndicate the Rosko Radio Show?" Welllllll, boys and girls, it seems that save for a school in Rotorua, New Zealand and SUNY - Fire Island, we hear that College Marketing Corporation is having trouble finding people to air MetroMedia's answer to Cousin Brucie. But harken, MetroMedia (WNEW-FM, New York) is no longer airing MetroMedia's answer to Cousin Brucie!

Rosko rambled from the hallowed confines of "The New Groove" to bigger and better things (?) - CBS-FM via syndication. Well, anyway, he and his pals at CMC seemed to have had their fill of campus radio. When all is said and done, they found you guys to be just too professional for them. Besides there being no money in it for stations, most schools found it to be a poorly produced show as well. We fear that Messrs. LeBow and Rosko fell victim to their own misconceptions concerning campus radio stations. They are now slowly syndicating a series to AM and FM stations in "college markets". WHOOPEE!

* * * * *

CAPITOL IDEA

Enclosed with this month's travesty you'll find a tape with some anti-drug stuff recorded by Grand Funk and supplied, tax free, by Capitol Records. If you'd like additional copies or know of other stations who might



like them, just drop a line.

Other anti-drug spots can be obtained by writing Joe Axton of the DoItNow Foundation at P. O. Box 3573, Hollywood, California 90028.

* * * * *

I B.S.; YOU B.S.; HE, SHE, IT B.S.; WE B.S.; YOU B.S.; THEY B.S.

The grammar quiz on this verb will be held April 16-18 at the Biltmore Hotel here in New York City. You'll like the Biltmore. Those of you who don't live in New York will even believe that statement.

This year's convention is shaping up to be really swell. We can't really give you any good reasons for that but it sounded nice to say. Seriously, while there is always much grumbling concerning program (or lack of it) at IBS conventions, they are worthwhile in that you get to meet with other stations and several record companies, in addition to whiling away endless hours in the Campus Hospitality Suite.

Don't forget, the legal age in Fun City is 18 and all the stuff you couldn't get last year in Chicago Jeff has been saving in the third drawer of his desk for this year's gathering. If you've ever tasted two-year-old malt liquor, you'll know why we call Jeff "Old Bio-Degradable Gut". For any of several reasons, be there if possible.

This year's convention, incidentally, is being handled by a very nice guy with a very big job on his hands; he's Fritz Kass. If you haven't already received information concerning reservations or need additional details, you can call Fritz at 914-565-8740.

* * * * *

COMPETITION IS THE RIGHT ARM OF AMERICA

This sounds like an opener by the Firesign Theater, but really it is an attempt to draw some opinions from you concerning competitive fields within campus radio. Since our first newsletter it has been suggested that Campus Media try to promote competition among our stations as far as overall "sound" is concerned (production and the like). Should you be interested in such an ALL-AMERICAN endeavor, please let us know.

STOMACH IN, CHEST OUT DEPARTMENT

Before you render a hasty decision concerning the initial inquiry on the enclosed "Famous Campus Media Questionnaire", let us just drop a word for our boys in blue, khaki, brown, olive, white, tec.

The Armed Forces have requested \$40 million for advertising in the coming year. Perhaps some of you have already seen or heard some of the Army spots on radio and T.V. The interest in campus radio, however, lies mainly with the Navy and Air Force.

Thanks for your attention, smoke-'em-if-you-got-'em, and speak into the lamp.

* * * * *

POT EXCHANGE

Concerning affidavits: Naturally we still insist that you affidavit and bill on time. However, DO NOT put prices on affidavits. This only confuses bookkeeping at our end as well as the client's and there's nothing worse than the end of a confused client.

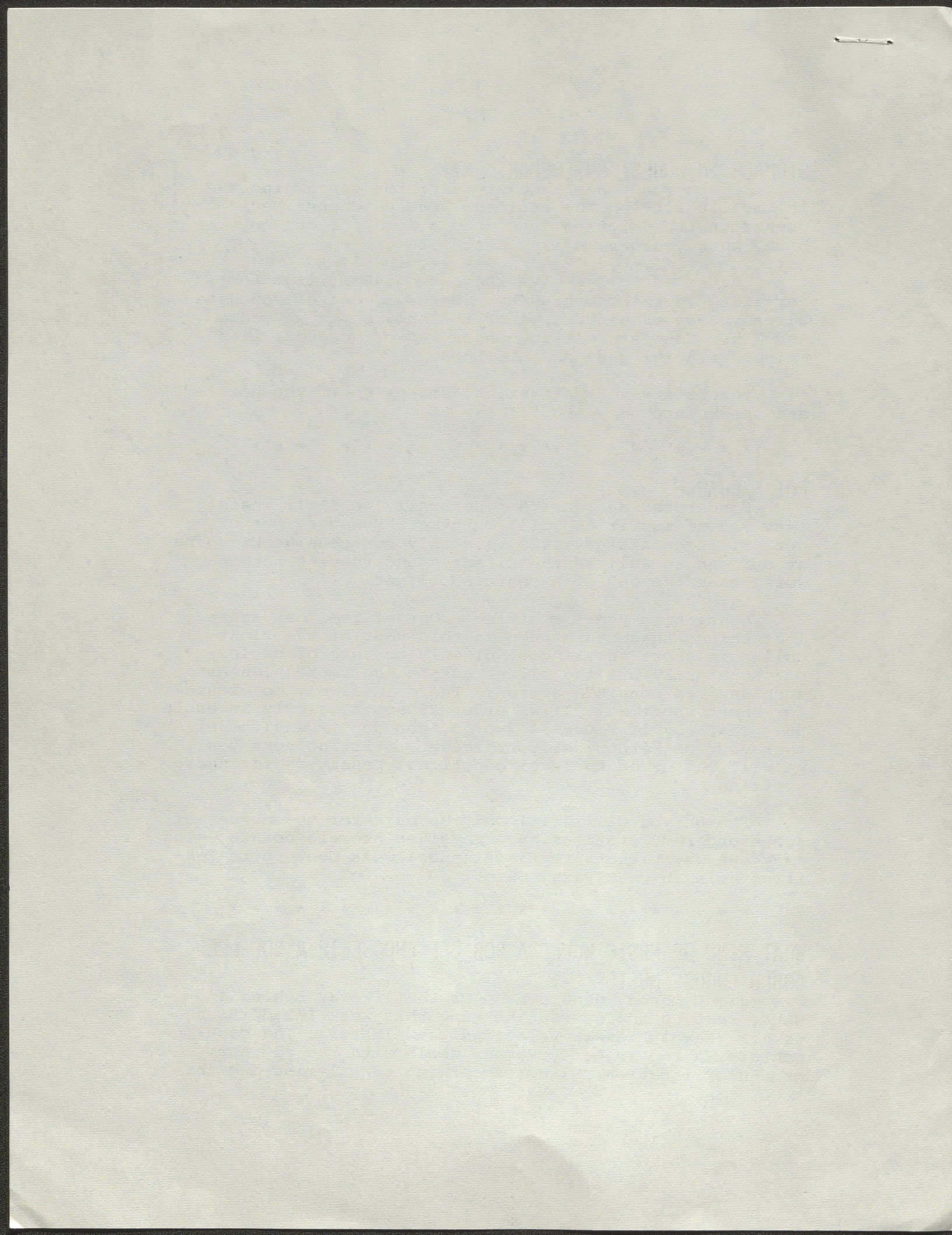
Concerning Short Spotting: One of the most senseless things that can happen in this year of the tight dollar is short spotting. Not only do both of us lose out monetarily but the client gets a bad impression at such an irresponsible action. There is simply no excuse for short spotting. If we order 25 spots, simply schedule 30. That way if you miss 2 or 3, you don't penalize either your pocketbook or your image. Starting next year, we will be forced to level additional penalties for short spotting.

Though you will still only be paid for the number of spots ordered, stations have received brownie points plus many one-way tickets to the BiAnnual Oola Con Grotto Festival held in Deer Park, Ohio.

* * * * *

WHAT KIND OF MUSIC WOULD A BOB LEE CHOOSE IF A BOB LEE COULD CHOOSE MUSIC?

Jim Cameron, head honcho or the like at Lehigh's WLVR, sent us an interesting tape this week in addition to his "Revolutions-Revelations" newsletter. The documentary, aired in early March, deals with the FCC anti drug-glorification ruling concerning song lyrics and the



action taken in response to that ruling towards air personnel of Philadelphia's WDAS-FM.

It's a good show and you can get a copy by writing Jim at WLVR, Lehigh University, Bethlehem, Pa. Send a reel of blank tape if possible.

While rebroadcasting this documentary may or may not appeal to you, we think it wise that the relatively unpatrolled (by FCC) campus stations delve into local incidents coming out of this alledged "unconstitutional" decision. We'd like to know your feelings about it and so would, says Jim, would FCC Commissioner Nicholas Johnson.

* * * * *

"SPIRO AGNEW LOVE IT OR LEAVE IT"

That's the name of the contest used at the University of Michigan's WCBN to give away their MCA "Sound Conspiracy" albums. We thought it at least deserved mention.

While we have your attention let us point out that a letter or report following your record give-away would help make this a better promotion as far as the client is concerned. Just a brief synopsis on how you gave the records out and what kind of reaction you got from your listeners. If you didn't get the records, let us know. If you gave all the records to your girlfriend, don't let us know. If you don't know what we're talking about, go to your room.

* * * * *

EMPHASIS

Again, please be sure to complete and return the enclosed questionnaire sheet(s) to Campus Media Inc
NO LATER THAN APRIL 24th.

Stations not returning these questionnaire(s) will not be included in any presentations dealing with client types specified.

We must have your broadcast dates as well as the other information requested so that we are able to sell your time for you. PLEASE DON'T PUT THIS ASIDE!!!!

"Glad We Could Get Together"

